

FEBRUARY/MARCH 2012



***streaming
media*** | THE BUSINESS &
TECHNOLOGY OF
ONLINE VIDEO

**DON'T
PANIC!**

IS YOUR ONLINE VIDEO STRATEGY MOSTLY HARMLESS?

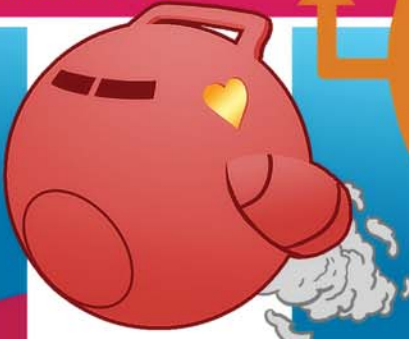


DON'T THROW IN THE TOWEL!
YOU NEED **THE HITCHHIKER'S GUIDE TO ONLINE VIDEO!**



DON'T LET SOMEONE BUILD A HYPERSPACE BYPASS THROUGH YOUR BUSINESS

INCREASE YOUR SUCCESS CHANCES TO INFINITE PROBABILITY AND SAVE YOURSELF THE NONSENSE OF MUCKING ABOUT IN HYPERSPACE FOR ANSWERS



FIND OUT HOW MUCH TIME YOUR VIDEO HAS TO MAKE AN **IMPACT**



LEARN TO SPEAK ONLINE VIDEO LINGO



MY POETRY VIDEOS WILL SHOW UP ON YOUR WEBSITE.

UNDERSTAND THE ONLINE VIDEO BUSINESS UNIVERSE AND HOW TO MAKE A LIVING IN IT

CHOOSE THE RIGHT ENCODERS TO INCREASE LIFESPAN OF YOUR VIDEOS



LIFE, DON'T SPEAK TO ME ABOUT LIFE.

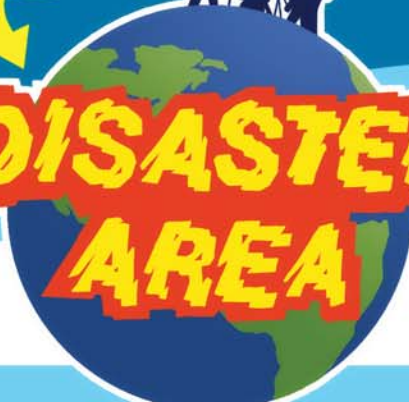


$$\frac{n}{\infty}$$

LEARN HOW TO GET THE BEST AUDIO OUT OF YOUR VIDEO



DISASTER AREA



DEEP THOUGHTS ON HOW TO PREPARE YOUR VIDEO FOR ALL NECESSARY DEVICES

42

ORDER TODAY!

IT'S THE ANSWER TO LIFE, THE UNIVERSE, AND EVERYTHING ONLINE VIDEO!

Streaming Media Industry Sourcebook

Circulation: 20,000 print copies

AD SPACE DEADLINE: **December 15, 2011**

AD MATERIAL DUE: **January 19, 2012**

MAIL DATE: **February 10, 2012**

Contact:

Joel Unickow

Publisher, *Streaming Media*

Direct: 250.716.8815

Mobile: 250.797.5635

joel@streamingmedia.com

Industry Update

• STREAMTICKER

Making sense of 2011's mergers, acquisitions, and investments

• STATE OF...

A look at the major developments during the last 12 months, and a look toward the next 12 months, in seven separate articles:

- *Enterprise*
- *Connected Home*
- *Media & Entertainment*
- *Advertising*
- *Mobile*
- *Government & Education*
- *CDNs, Telcos, and Carriers*

Buyer's Guide

A collection of checklists and analyses to help you make the smartest business and purchasing decisions on a variety of products and services:

- *Video App Creation*
- *Content Delivery & Acceleration*
- *Webcasting Hardware & Software*
- *Adaptive Streaming*
- *Reporting & Analytics*
- *HTML5 vs. Flash vs. Silverlight*

How-To's and Tutorials

- *Building HTML5 Video Players*
- *Encoding for Adaptive & HTTP Streaming*
- *Planning for IPv6*
- *Webcasting*
- *Delivering Video to the Connected Home*

Case Studies

Real-world success stories from the enterprise, entertainment, education, marketing, and more

Online Video Industry Directory

Highlight your company, products, or services with an affordable Industry Directory listing in the **Sourcebook**. Each Industry Directory listing is positioned in one of four categories—service, software, hardware, or content. Multiple listings are available at a reduced rate for companies that want to appear in more than one category.

Limited Premium Packages



- Cover Foldout Logo with page # reference to your ad or advertorial

- 1 Full-Page ad & 1 Full-Page Case Study/Advertorial in Case Study Section
- 1 Premium Directory Ad Listing

Hurry! These are limited and sell out every year fast!

display and industry directory advertising rates

2012 Rate Card (net):

DISPLAY RATES

	1X	6x (sourcebook +5 magazine issues)
Premium Package	\$5999	--
Exclusive IFC and Page 1 spread (see illustration)	\$6495	--
Tab (double-sided)	\$6995	\$5995
Spread	\$5900	\$5200
Cover 2	\$3740	\$3340
Cover 3	\$3500	\$3100
Cover 4	\$3740	\$3340
1 page	\$3400	\$2900
1/2-spread	\$3400	\$2900
1/2-page	\$2200	\$1750
2/3-page	\$2550	\$2200
1/3-vertical	\$1730	\$1480

2012 SOURCEBOOK AD CLOSING DATES:

Date of Issue	Space Reservation	Material Due
February 2012	December 15	January 19

INDUSTRY DIRECTORY 2012 Rates (net)

Listing Type:	Additional Listings:	
Basic Listing	\$199	\$99
Enhanced Listing	\$499	\$249
Premium Listing	\$999	\$499

Industry Directory listings available to display advertisers at a 50% discount!

Advertising/ Directory Sales Contact:

JOEL UNICKOW

Publisher

Direct: 250.716.8815

Fax: 250.716.8816

email: joel@streamingmedia.com

Attention Vendors:

Send a message to the *entertainment*, *enterprise*, and *vertical market* customers you want to influence! The **SOURCEBOOK** is an advertising opportunity that you pay for once ... but benefit from *all year long* as we:

- Mail to qualified subscribers on February 10.
- Distribute copies to attendees at tradeshow in 2012.
- Attract and mail to new subscribers in 2012 via our website, conferences, and newsletters.



Call for pricing on Section Opener pages, multiple-page insertions, and Special Advertising Supplements.

The best spaces are already going fast so don't delay!



industry directory

Highlight your company, products, or services with an affordable Industry Directory listing in the **Sourcebook**. Each Industry Directory listing is positioned in one of four categories (see below). Multiple listings are available at a reduced rate for companies that want to appear in more than one category.

StreamingMedia.com's free online Industry Directory currently has more than 1,500 companies offering digital media products and services. Separate your company from the pack with a Premium Listing package—be upgraded online and in print for the 12 months.

ATTENTION DISPLAY ADVERTISERS !

Your display ad includes a Basic Listing. You may purchase Enhanced & Premium Listings at a 50% discount.

The Four Primary Industry Categories:

- Service
- Software
- Hardware
- Content

INDUSTRY DIRECTORY 2012 Rates (net)

Basic Listing \$199

- Bold company name
- 50-word description
- Contact info, including address, phone, website, and a contact's name & email

Enhanced Listing \$499

- Color logo
- Bold company name
- 100-word description
- Contact info, including address, phone, website, and a contact's name & email
- Outline edge around listing


Premium Listing \$999

- Color logo
- Bold company name
- 100-word description
- Contact info, including address, phone, website, and a contact's name & email
- Outline edge around ad
- Tinted background
- Ad page reference burst
- Premium logo and background tint in online directory for 12 months (a \$599 Value)

Sample Premium Listing

Telestream

see our ad on
INSIDE BACK COVER



Telestream

Telestream provides world-class live and on-demand video solutions that allow users to conveniently transform media on the desktop and across the enterprise. The company offers desktop and enterprise-class video encoding, transcoding, live streaming, screencasting and workflow automation software applications, video capture devices, and plug-in components. Many of the world's most demanding media and entertainment companies, service providers and enterprises rely on Telestream products to streamline their operations and generate more revenue from their media.

Flip4Mac • ScreenFlow • Wirecast •
Episode • Pipeline • Vantage

Company Contact
Telestream, Inc.
848 Gold Flat Road
Nevada City, CA 95959
USA

Phone: 530-470-1300
E-mail: info@telestream.net

Learn More
www.telestream.net

Sample Enhanced Listing

Unicorn Media, Inc.



Unicorn Media, Inc., the leader in video workflow optimization tools and technology, changes the way content owners deliver their video assets to Internet-connected devices. Unicorn drives profitability, lowers the cost of video management and improves revenue generation capabilities through actionable real-time information. Unicorn's Media-as-a-Service 4.0™ solution offers a comprehensive suite of modular services to upload, transcode, manage, syndicate, analyze and monetize media content to over 4,400 IP-enabled devices. Regardless of the environment, Unicorn Media's globally distributed software platform empowers customers to deliver high-quality video content, cut costs, accelerate time-to-market, reduce complexity and gain a competitive analytical advantage.

Company Information
Main: (480) 214-6555
Toll Free: (888) 986-4267

Email:
salesinfo@unicornmedia.com

Learn More
www.unicornmedia.com

Sample Basic Listing

LongTail Video

LongTail Video operates the world's most popular online video platform. LongTail's flagship product is the **JW Player™**, an open source video player that was recognized as 2010's Best Streaming Innovation by Streaming Media. Other LongTail products include **Bits on the Run**, a SaaS video management system and **AdSolution**, a stand-alone video advertising platform.

Company Contact:

LongTail Video
134 Fifth Avenue, 5th Floor
New York, NY 10011
Phone: 212-244-0140

Contact Information:

Brian Rifkin
sales@longtailvideo.com
www.longtailvideo.com

your online industry directory listing

What Happens With My Sourcebook Directory Listing Online?

When you order your 2012 **Sourcebook** Issue Directory Listing, you get 12 months online exposure—at no additional cost!

HOW DO PEOPLE FIND ME ONLINE?

All editorial content on streamingmedia.com is tagged with the appropriate industry verticals and product/service categories. The Online Company Listings are then “served up” by the content management system so that they appear adjacent to relevant content—as defined by the industry categories and product/service verticals assigned to the Company Listing. The full online Directory is also available here:

www.streamingmedia.com/sourcebook

Research Centres:

PRODUCTS/SERVICES

- Advertising
- Content Protection/DRM
- Formats/Players/Codecs
- IPTV
- Mobile
- Online Video Platforms
- Content Creation/Production
- Encoding/Transcoding
- Hosting/Delivery
- Legal Issues
- Music/Radio
- Video SEO

INDUSTRY VERTICALS

- Education
- Government
- Streaming Industry
- Enterprise
- Media/Entertainment

What Do I Get Online With My Listing Participation?

BASIC ONLINE LISTING: \$199

- Logo
- Contact Info
- Choice of (1) Industry Vertical
- Company Description
- Choice of (1) Product/Service Category

ENHANCED ONLINE LISTING: \$499

- Logo
- Contact Info
- Choice of (3) Industry Verticals
- Company Description
- Choice of (3) Product/Service Category
- Product Description

PREMIUM ONLINE LISTING: \$999

- Logo
- Contact Info
- Product Description
- Online Resources - 5 URLS you can upload pointing to your White Papers, Case Studies, Archived Webcasts, or Special Landing Pages that highlight your solution
- Company Description
- Choice of (unlimited) Product/Service Category
- Choice of (unlimited) Industry Vertical
- Video Embedded into Your Listing



CONTACT US TODAY TO PLACE YOUR 2012 LISTING.

SOURCEBOOK ADVERTISING

DISPLAY ORDER FORM – 2012

COMPANY INFORMATION:

Company Name

Address 1

Address 2

City, State ZIP

Contact Name and Title

Telephone

Fax

Email

Creative Contact

Email

AD SIZE OPTIONS

Full Page *Color (4-color or BW only) _____

Half-Page - format orientation (*please choose one*) *vertical* *horizontal*

Special Package _____

_____ Total Quantity of ads ordered

Total (NET): \$ _____ Payment Method _____

Placement Details _____

AGREED:

Company/Agency

Name

Title

Signature Date

MATERIAL INSTRUCTIONS:

See materials specifications on page 17 for ad submission requirements, or contact the Production Supervisor at admailbox@infoday.com.

TERMS AND CONDITIONS:

Advertiser is responsible for supplying appropriate artwork by the material due date. Where a multiple insertion contract is in force, the publisher will pick up advertiser's ad from the most recent issue if new artwork is not received by this date. All advertising is subject to the publisher's approval. The publisher reserves the right and has the sole discretion to reject any advertising. Acceptance of an advertisement does not imply an endorsement by Streaming Media, a Division of Information Today, Inc., or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed. All prices are *net*. All invoices due upon receipt, once an open account is established. A 1.5% per-month late charge will be added to invoices over 30 days past due. A statement, two tear sheets, and a copy of the magazine are sent at time of publication. Frequency rates are based on the total number of insertions of a 1/3-page or more within the contract year. Credits will be applied to current accounts for advertisers who increase frequency or space during the contract period. Advertisers who do not complete a scheduled advertising contract will be subject to short rate. All cancellations must be received in writing prior to the space reservation date. Information Today, Inc. reserves the right to make adjustments to the advertising rates.

TO VALIDATE THIS CONTRACT,

**please sign, date and return this form
(by fax, email, or post mail) to:**

Streaming Media

Attn: Joel Unickow
143 Old Marlton Pike
Medford, NJ 08055
joel@streamingmedia.com
Ph: 250.716.8815, Fax: 250.716.8816

SOURCEBOOK ADVERTISING

INDUSTRY DIRECTORY ORDER FORM – 2012

COMPANY INFORMATION

Company Name _____

Address 1 _____

Address 2 _____

Telephone _____

Fax _____

Email _____

Contact Name _____

Title _____

URL _____

Please send me info regarding Streaming Media conferences

PAYMENT INFORMATION

Credit card type:

American Express Discover Mastercard Visa

Name of Card Holder _____

Credit Card Number _____

Expiration Date _____

Signature _____

5-STEP ORDER FORM:

1. CHOOSE AN INDUSTRY DIRECTORY CATEGORY

- Service Hardware
 Software Content

2. CHOOSE A LISTING

CHOOSE LISTING(S)	QTY	TOTAL
<input type="checkbox"/> Basic Listing \$199	___	_____
<input type="checkbox"/> Enhanced Listing \$499	___	_____
<input type="checkbox"/> Premium Listing \$999	___	_____
TOTAL THIS ORDER		<input style="width: 100px; height: 20px;" type="text"/>

3. WRITE YOUR LISTING

Write the text for your listing. You MUST include all of the following for each listing you purchase. This information will be published:

- Text: 50 words (if Basic Listing) or 100 words (if Enhanced or Premium Listing)
- Logo: see specs below
- Primary category name (choose one: Hardware, Software, Services, or Content)
- Company/Contact name, address, phone, URL
- Learn more (space permitting, include URL of white paper, webinar, etc.)

4. ARTWORK SPECS

Logos must be supplied as color EPS or TIFF (Mac format). ALL logos must be sent from a vector-based drawing program (i.e. Illustrator, Freehand, or Corel). Please convert all fonts to outlines and save image as an EPS file. If that is not possible, then they must be sent as TIFF files at least 300dpi with an output size of 3"x 5".

NOTE: JPEG and GIF files are not useable

5. SUBMIT VIA FAX & EMAIL

Fax this form to **250.716.8816**

Email your text and logo to:

joel@streamingmedia.com